



Press Release

J.D. Power Asia Pacific Reports: Overall Customer Satisfaction with Dealer Service in India Improves Notably from 2009

Maruti Suzuki Ranks Highest in Customer Satisfaction with Dealer Service in India For an Eleventh Consecutive Year

SINGAPORE: 29 October 2010 — Customer satisfaction with authorized dealer service in India has increased considerably from 2009, according to the J.D. Power Asia Pacific 2010 India Customer Service Index (CSI) StudySM released today.

The study, now in its 14th year, measures satisfaction among vehicle owners who visited their authorized dealership service center for maintenance or repair work during the first 12 to 24 months of ownership. The study measures overall satisfaction by examining five factors (listed in order of importance): service quality; vehicle pickup; service advisor; service facility; and service initiation. Overall customer satisfaction is measured on a 1,000-point scale, with a higher score indicating higher satisfaction.

Overall customer satisfaction with dealer service averages 812 in 2010, an improvement of 27 points from 2009.

“The strong improvement in industrywide CSI performance during the past year is reflective of the success that manufacturers in India had in enhancing the customer experience at their dealerships,” said Mohit Arora, executive director at J.D. Power Asia Pacific. “This is encouraging, given the challenges that dealerships face with recent increases in service volumes and the accompanying need to plan, modify and implement new systems and processes in order to accommodate the volumes.”

Maruti Suzuki achieves an overall CSI score of 849 on a 1,000-point scale and performs particularly well in all five factors. While still performing below industry average, Fiat, Hyundai and Skoda each improve notably in 2010, gaining 40 points or more from 2009.

The study finds that providing service customers with explanations of the work to be performed on the vehicle prior to servicing has a strong positive impact on the overall satisfaction. Implementation of this service standard has improved significantly from 2009.

“Customers who receive explanations in advance are able to determine the complexity of the work to be done and gauge whether the cost of service and the time it takes to complete the service are reasonable,” said Arora. “In addition, keeping customers informed of the vehicle status during servicing provides reassurance that work is being performed as explained, and helps customers plan when to pick-up their vehicle.”

The study examines the cost of operating new vehicles, both in terms of actual costs (including fuel; repair and maintenance; and tire expenses) and owner satisfaction with those costs. Due to higher fuel prices in 2010, the cost of new-vehicle operation has increased since from 2009 study—up 9 percent for petrol vehicles and 16 percent for diesel vehicles.

The study also finds that customers who are highly satisfied with the overall service performance of the dealer have higher levels of advocacy and loyalty to both dealerships and the brand. Among

customers who are highly satisfied (service satisfaction scores averaging above 900), 86 percent state they “definitely will” revisit their service dealer for post-warranty service. In contrast, only 36 percent of highly dissatisfied customers (service satisfaction scores averaging below 748) say the same. Similarly, 86 percent of highly satisfied customers say they “definitely will” recommend the service dealer compared to 38 percent of highly dissatisfied customers.

The 2010 India Customer Service Index (CSI) Study is based on responses from more than 5,800 owners of more than 60 different vehicle models. The study was fielded from May to August 2010 and includes customers who purchased their vehicles between May 2008 and August 2009.

About J.D. Power Asia Pacific

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide performance analytics services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan, Thailand and Vietnam. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at www.jdpower.com. Media e-mail contact: xingtli_liu@jdpower.com.sg.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company’s quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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Media Relations Contacts:

XingTi Liu; J.D. Power Asia Pacific; 08-Shenton Way, #44-02/03/04; Singapore, 068811;
Phone +65-67338980; xingtli_liu@jdpower.com.sg

John Tews; J.D. Power and Associates; 5435 Corporate Drive, Suite 300; Troy, MI, 48098 U.S.A.;
001 248-312-4119; media.relations@jdpa.com

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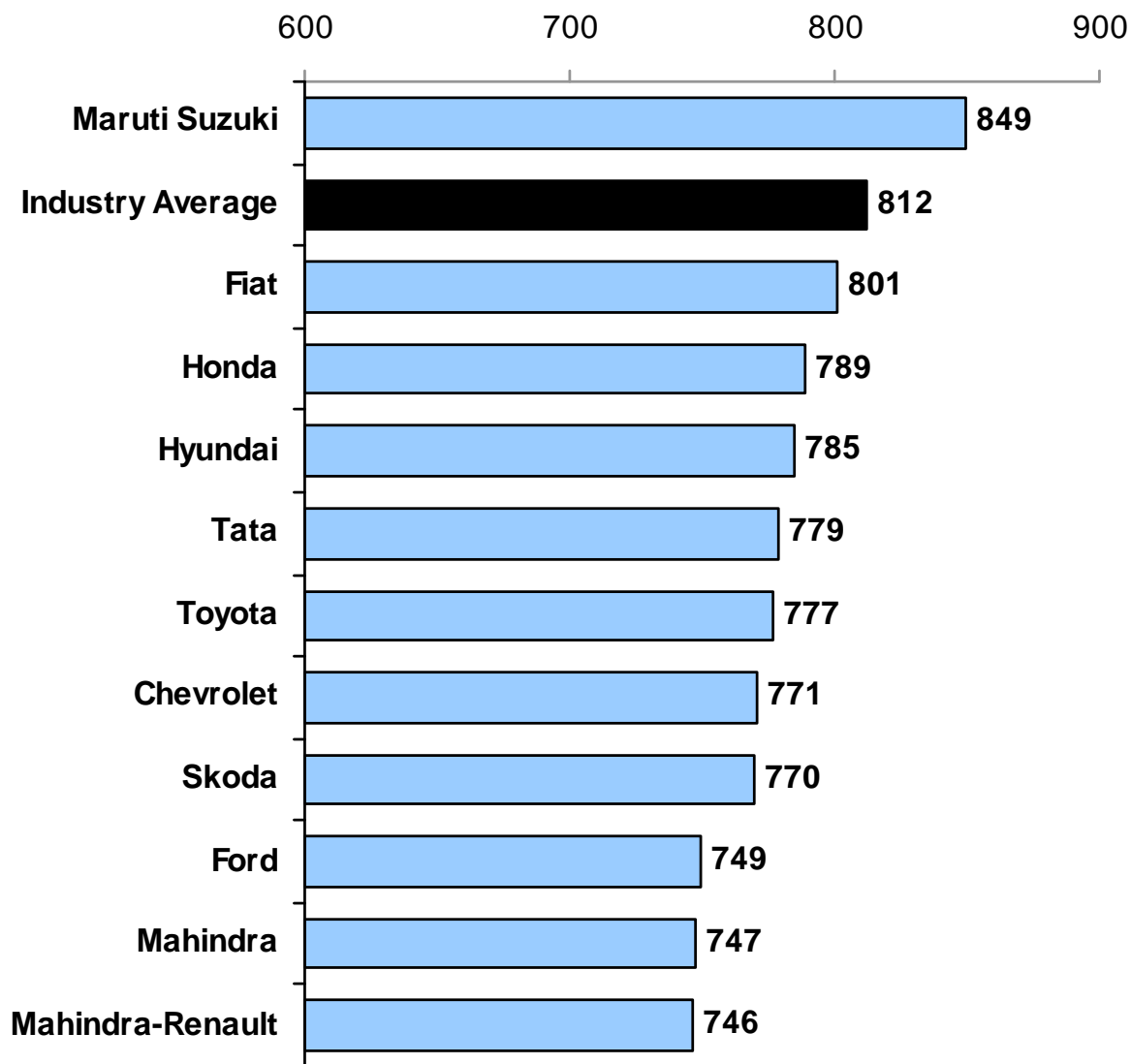
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NOTE: Two charts follow.

J.D. Power Asia Pacific 2010 India Customer Service Index (CSI) StudySM

Customer Service Index Ranking

Based on a 1,000-point scale



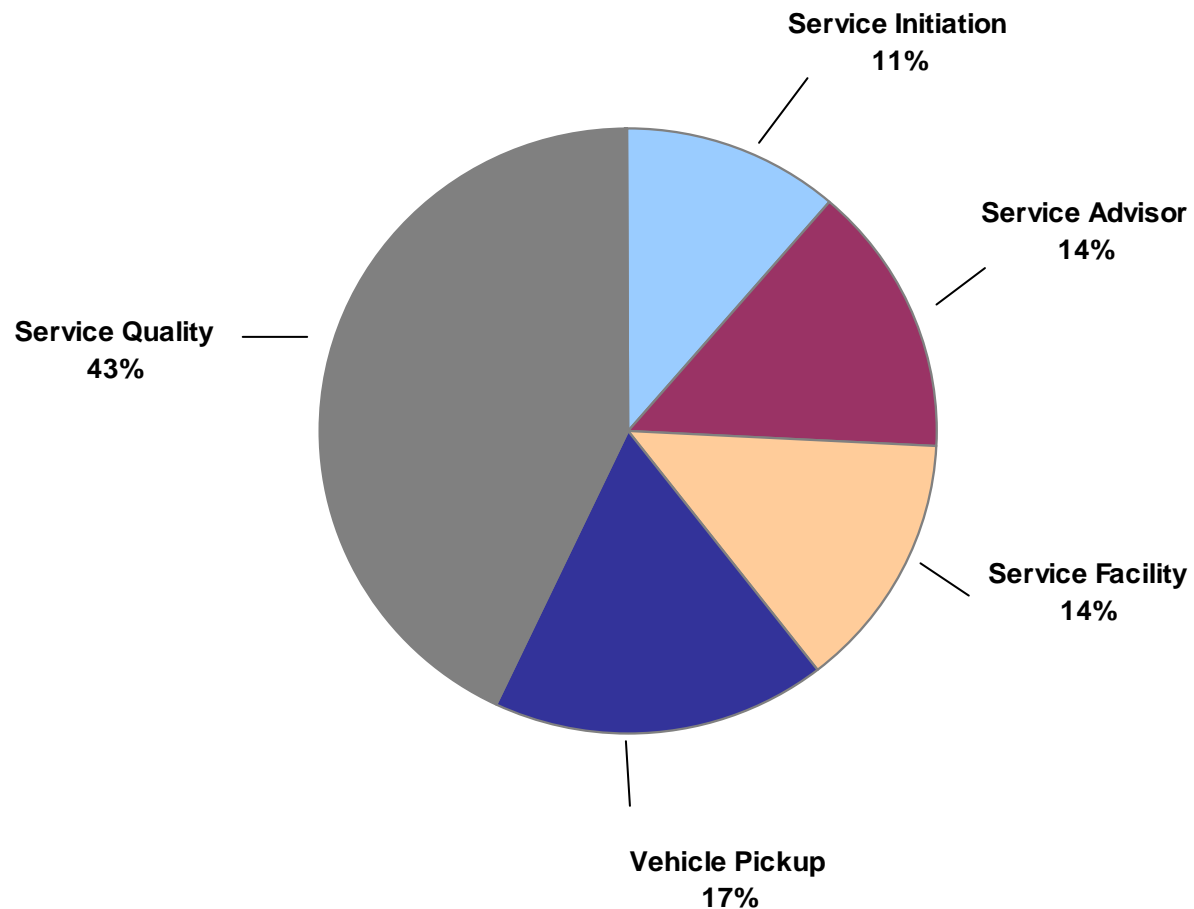
NOTE: Included in the study but not ranked due to small sample size are: Mercedes-Benz, Mitsubishi and Volkswagen.

Source: J.D. Power Asia Pacific 2010 India Customer Service Index (CSI) StudySM

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J.D. Power Asia Pacific 2010 India Customer Service Index (CSI) StudySM

Factors Contributing to Overall Satisfaction



NOTE: Percentages may not equal 100 due to rounding.

Source: J.D. Power Asia Pacific 2010 India Customer Service Index (CSI) StudySM

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